

Missouri Department of Higher Education (MDHE)
NEW PROGRAM PROPOSAL FORM

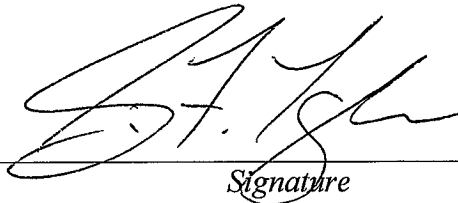
SIGNATURE PAGE

Sponsoring Institution(s):	Fontbonne University
Program Title:	Applied Behavioral Sciences
Degree/Certificate:	Bachelor of Arts (B.A.)
Options:	N/A
Delivery Sites:	Main Campus
CIP Classification (<i>Please provide a CIP Code</i>):	30.1701
Implementation Date:	Fall 2012
Cooperative Partners:	N/A

AUTHORIZATION:

Dr. Greg Taylor, Executive VP
and Interim VP for Academic Affairs

Name/Title of Institutional Officer



Signature

6/27/12

Date

Dr. Laurie A. Rodgers, Director-Institutional Research & Assessment

Person to Contact for More Information

314.719.3661

Telephone

PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS

Fontbonne University: *BA-Applied Behavioral Sciences 2012-2013*

(Although all of the following guidelines may not be applicable to the proposed program, please carefully consider the elements in each area and respond as completely as possible in the format below. Quantification of performance goals should be included wherever possible.)

STUDENT PREPARATION

Any special admissions procedures or student qualifications required for this program which exceed regular university admissions, standards, e.g., ACT score, completion of core curriculum, portfolio, personal interview, etc. Please note if no special preparation will be required.

- Students seeking enrollment in the Applied Behavioral Sciences program will be required to meet regular entrance standards for undergraduate admission to Fontbonne University. Students who do not meet these minimum standards may be admitted on a conditional basis by the Fontbonne University Undergraduate Admissions Standards and Review Committee.

Characteristics of a specific population to be served, if applicable:

- The Applied Behavioral Sciences major is a multidisciplinary degree program designed to provide core foundational and theoretical training in the disciplines of Psychology and Sociology, supplemented with additional elective coursework in applied fields related to the behavioral sciences. The program is designed for students who are interested in using multidisciplinary theoretical concepts from the social and behavioral sciences to solve problems and work directly with people in a variety of professional settings. The degree program is designed to meet the needs of students who wish to complete an undergraduate degree in the field of behavioral sciences via a combination of evening and online coursework.

Specific student populations served will be:

- Individuals who are already employed in behavioral sciences related occupations and have some college credit, but who need to finish their undergraduate degrees to maintain employment or achieve promotion in their workplaces.
- Individuals who are interested in obtaining broad-based knowledge within the behavioral sciences in preparation for further graduate and professional training in interdisciplinary occupations in health care, social services, counseling and community outreach, behavioral research, and management.

FACULTY CHARACTERISTICS

Any special degree requirements (degree status, training, etc.) for assignment of teaching for this degree/certificate.

- Faculty assigned to teach courses in the Applied Behavioral Sciences degree program will minimally hold a Master's degree in a social or behavioral sciences discipline (Psychology, Sociology, Social Work, Family and Child Development, Business, etc.), with a terminal degree preferred for all teaching faculty in the program.

Estimated percentage of credit hours that will be assigned to full-time faculty. Please use the term "full-time faculty" (and not FTE) in your descriptions here.

- It is estimated that at least 50% of credit hours in the program will be assigned to full-time faculty.

Expectations for professional activities, special student contact, teaching/learning innovation.

- Teaching faculty will be expected to maintain professional skills through attending academic conferences, conducting scholarship, and maintaining current knowledge in their individual disciplines. Faculty in the Fontbonne University Department of Behavioral Sciences will advise all students officially enrolled in the major. In addition, regular review of teaching faculty will be conducted to assess teaching innovation in major courses. Faculty will also be encouraged to work collaboratively with the Fontbonne University Center for Excellence in Teaching and Learning.

ENROLLMENT PROJECTIONS

Student FTE majoring in program by the end of five years.

- We project enrollment to reach a minimum of 15 students annually by 2017–2018.

Percent of full-time and part-time enrollment by the end of five years.

- We project 10 full-time and 5 part-time students annually by 2017–2018.

STUDENT AND PROGRAM OUTCOMES

Number of graduates per annum at three and five years after implementation.

- We project the following minimum Applied Behavioral Sciences graduates per annum:
 - 3 per annum by 2015–2016
 - 5 per annum by 2017–2018

Special skills specific to the program.

- The Applied Behavioral Sciences program is unique in its multidisciplinary focus. It is also designed to teach students a variety of quantitative and qualitative skills that are transferrable across multiple behavioral sciences disciplines.

Program Objectives/Outcomes:

1. ABS graduates will be academically prepared for graduate study and/or employment in applied behavioral science professions.
2. ABS graduates will be able to critically analyze and apply psychological and sociological theories to solve problems in applied settings.
3. ABS graduates will demonstrate mastery of research design, evaluation, and analytical techniques used in the applied behavioral sciences.
4. ABS graduates will be able to differentiate among various points of view and integrate diverse perspectives to solve practical problems.

Proportion of students who will achieve licensing, certification, or registration.

- As a traditional undergraduate program with a liberal arts and sciences foundation, there are no licensing, certification, or registration requirements associated with this program.

Performance on national and/or local assessment, e.g. percent of students scoring above the 50th percentile on normed tests; percent of students achieving minimal cut-scores on criterion-referenced tests. Include expected results on assessments of general education and on exist assessments in a particular discipline as well as the name of any nationally recognized assessments used.

- Assessment for all general education courses required in the major will occur through our Embedded Assessment program for General Education courses at Fontbonne University.
 - It is expected that all students in the major will score at or above the median scores for General Education courses, as determined by the University Assessment Committee.
- Assessment of the Applied Behavioral Sciences Major will occur through group assessment of the following artifacts:
 - Research Paper in ABS 380
 - Final Project in Capstone Course (ABS 380, SWK 380, or SOC 355)
 - Graduation Portfolio in ABS 496
 - It is expected that students will achieve minimum competency on each final project.
- If available, students will also be assessed using graduate entrance examination scores at the end of their undergraduate careers (MCAT, GMAT, GRE, or LSAT scores).

Placement rates in related fields, in other fields, unemployed.

- Placement data will be obtained through Fontbonne University's annual Alumni Survey. Other programs in the Department of Behavioral Sciences (Psychology and Sociology) have high placement rates for recent graduates (90 – 95%). It is expected that Applied Behavioral Sciences graduates will experience similar placement rates.

Transfer rates, continuous study.

- For the Applied Behavioral Sciences program, we expect similar transfer rates to those we currently have in our Psychology and Sociology programs (approximately 50% of students in those programs arrive at Fontbonne with some transfer credit).

PROGRAM ACCREDITATION

Institutional plans for accreditation, if applicable, including accrediting agency and timeline. If there are no plans to seek specialized accreditation, please provide reasons.

- Accreditation is not currently a goal for this program, as no national or regional certification process exists for a major program in Applied Behavioral Sciences. In the absence of formal, external accreditation requirements and guidelines, we plan to follow best practices for undergraduate education, as outlined by the American Psychological Association and the American Sociology Association.

ALUMNI AND EMPLOYER SURVEY

Expected satisfaction rates for alumni, including timing and method of surveys.

- As with our other programs in the Department of Behavioral Sciences, we expect alumni satisfaction to be high among Applied Behavioral Sciences graduates. We will obtain alumni satisfaction data from the annual Alumni Survey in future years.

Expected satisfaction rates for employers, including timing and method of surveys.

- We do not currently have any mechanism for collecting data from employers regarding our behavioral sciences graduates. Approximately 50% of our alumni attend graduate programs in various behavioral sciences disciplines, so eventual employer satisfaction data are difficult to obtain and are confounded by the additional impact of external educational institutions. For our students who choose graduate and professional school following graduation, our current 5-year graduate program placement rate of 100% would suggest that our alumni are successful.

PROGRAM STRUCTURE

Fontbonne University: *BA-Applied Behavioral Sciences 2012-2013*

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|---|--|
| A. Total Credits Required for Graduation: | 128 Credit Hours |
| B. Residency Requirements, if any: | 32 Credit Hours, with
Final 12 Hours at
Fontbonne University |
| C. General Education-Total Credits: | 42 Credit Hours |
| Courses (Specific courses OR distribution Area and Credits) | |

The student must enroll and receive a passing grade in 42 hours (minimum) from the following categories of general education courses:

<u>Course</u>	<u>Cr Hrs</u>
Government/Constitutions	1.0–3.0
Mathematics	3.0–4.0
Communication: Written	6.0
Communication: Oral	3.0
Computer Information Systems	3.0
Information Navigation and Evaluation	1.0
Mission Core I	3.0
Mission Core II	3.0
Bridges Course	3.0
Fine Arts	3.0
History	3.0
Philosophy/Ethics	3.0
Social/Behavioral Sciences	3.0
Life Science	3.0
Physical Science	3.0
Literature	3.0

D. Major requirements-Total Credits:

40 Credit Hours

<u>Course</u>	<u>Cr Hrs</u>
CORE MAJOR COURSES:	
MTH 115: Introduction to Statistics	3.0
PSY 100: Introduction to Psychology	3.0
PSY 200: Developmental Psychology	3.0
PSY 315: Abnormal Psychology	3.0
SOC 100: Survey of Sociology	3.0
SOC 115: Social Problems	3.0
SOC/PSY 310: Social Psychology	3.0
PSY 325: Introduction to Clinical Psychology OR PSY 327: Industrial/Organizational Psychology	3.0
SOC 265: Diversity Studies OR SOC 355: Sociology of Aging	3.0
Any level Elective (see list of approved electives below)	6.0
3XX or 4XX-level Elective (see list of approved electives below)	3.0
CAPSTONE EXPERIENCE:	
ABS 380: Evaluating Behavioral Research OR SOC 335: Program Evaluation OR SWK 380: Strategies for Evaluation of Soc Service Programs	3.0
ABS 496: Portfolio Project	1.0
APPROVED ELECTIVE COURSE OPTIONS:	
<i>Counseling/School/Community Electives:</i>	
EDU 120: Psychology of the Exceptional Child	3.0
EDU 392: Assessment of Ability and Achievement	3.0
HES 320: The Science of Gender and Human Health	3.0
HES 337: Family Relations	3.0
HES 397: Advocacy in Professional Practice	3.0
PSY 391: Testing and Measurement for the Behavioral Sciences	3.0
HUS XXX: Any Human Services Course	3.0–9.0
SWK XXX: Any Social Work Course	3.0–9.0
<i>Behavioral Research and Communication Electives:</i>	
ABS 293/494: Special Topics in Applied Behavioral Sciences	3.0
ABS 490: Independent Study	3.0–6.0
ABS 495: Undergraduate Research	3.0–6.0

<u>Course</u>	<u>Cr Hrs</u>
COM 220: Nonverbal Communication	3.0
COM 230: Gender Communication	3.0
COM 240: Intercultural Communication	3.0
PSY XXX: Any Psychology Elective Course	3.0–9.0
SOC XXX: Any Sociology Elective Course	3.0–9.0
<i>Business Leadership Electives:</i>	
BUS 230: Management Principles	3.0
BUS 303: Public Administration/Nonprofit Management	3.0
BUS 310: Organizational Behavior	3.0
BUS 331: Human Resource Management	3.0
BUS 357: Consumer Behavior	3.0
BUS 471: Leadership: Managing in a Changing Environment	3.0
PSY 327: Industrial/Organizational Psychology	3.0

E. Free Elective Credits (Sum of C, D, and E should equal A): 43 Credit Hours +
3 Credit Hour
Religion Requirement

F. Requirements for thesis, internship, or other capstone experience:

- Students must complete a capstone sequence that includes one 3 hr course (ABS 380, SWK 380, or SOC 355) and a portfolio project (1 hr)

G. Any unique features such as interdepartmental cooperation:

- All Psychology and Sociology courses are taught within the Department of Behavioral Sciences, with the exception of MTH 115, which is housed within the Department of Mathematics and Computer Science. Approved elective courses are taught interdepartmentally, and include courses housed within the Departments of Human Environmental Sciences, Education, English and Communication, and Social Work, as well as courses from the Eckelkamp College of Global Business and Professional Studies.

STUDENT ENROLLMENT PROJECTIONS
Fontbonne University: *Applied Behavioral Sciences*
June 26, 2012

Year	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>
Full-Time	2	3	5	7	10
Part-Time	2	3	3	5	5
Total	4	6	8	12	15

Will enrollment be capped in the future?

- Enrollment is not expected to be capped at any point in the future.

MARKET DEMAND

National, State, Regional, or Local Assessment of labor need for citizens with these skills.

- According to the United States Bureau of Labor Statistics, employment opportunities in the applied social and behavioral sciences are expected to grow by 23% by 2018. The ABS degree program provides strong undergraduate training in the behavioral sciences, with an emphasis on applying core concepts from those disciplines to solve real-world problems. This broad-based behavioral sciences education is designed to prepare students for career paths in business, educational, community, and health organizations, as well as admission to graduate and professional programs in a variety of disciplines.

SOCIETAL NEED

General needs which are not directly related to employment

- According to the Pew Research Center's U. S. Population Projections: 2005–2050 report (<http://pewhispanic.org/files/reports/85.pdf>), the population profile of the United States will change dramatically in the next 40 year period. These changes include an overall increase in the number of citizens (est. 438 million by 2050). 82% of that growth is expected to come from a higher number of immigrants and their descendants, which will broaden the racial and ethnic diversity of the U. S. In addition, demographic trends suggest that the U. S. population will age more rapidly than in past decades. Based on current demographic data, it is predicted that 19% of the population will be 65 or older by 2050.
- These rapidly changing demographics will require colleges and universities to train a workforce of future citizens who appreciate diversity in all its forms, have a strong understanding of the principles underlying human interaction and social systems, and who can address the needs of an aging population. The Applied Behavioral Sciences major at Fontbonne University is designed to prepare our students to address these approaching demographic shifts in U. S. society.
- According to the State of Missouri Imperatives for Change, there are three key strategic issues facing Missouri's higher education system. These issues include:
 - Increasing certificate and degree production at all levels to enhance the quality of Missouri's workforce and the quality of life of its residents.
 - Contributing to a dynamic, information-based, globally competitive society and economy.
 - Creating valuable new knowledge and products and enriching the quality of life of all Missourians.
- The new Applied Behavioral Sciences program at Fontbonne University directly addresses these State of Missouri initiatives by:
 - Providing a mechanism for working students to complete their undergraduate degrees within a flexible curriculum format.

- Emphasizing diversity; promoting scientific, critical, and analytical reasoning skills; preparing well-trained graduates with a rich understanding of human social interaction, and enriching the quality of life for students interested in behavioral sciences careers.
- Creating a new undergraduate degree program for students in eastern Missouri that can enhance their opportunities to attend graduate and professional degree programs upon graduation.

METHODOLOGY USED TO DETERMINE “B” AND “C” ABOVE:

- The 128 hour degree program, including requirements for 32 hours of residency at Fontbonne University, completion of a 42 hour General Education sequence, and completion of 40 hours of major requirements were developed in line with our university policies for degree programs at Fontbonne University. The Applied Behavioral Sciences degree program was officially approved by the Fontbonne University Faculty General Assembly, the Office of Academic Affairs, the Office of the President, and the Board of Trustees in April 2012.

DUPLICATION AND COLLABORATION:

Duplication and Collaboration: If similar programs currently exist in Missouri, what makes the proposed program necessary and/or distinct from the others at public institutions, area vocational technical schools, and private career schools? Does delivery of the program involve a collaborative effort with any external institution or organization? If yes, please complete Form CL.

- The evening ABS program at Fontbonne University is distinct and does not duplicate programs available at other Missouri colleges and universities. The Fontbonne ABS program will be the only undergraduate degree program in Applied Behavioral Sciences available on a traditional college campus within the St. Louis region. Although there are a variety of online ABS degree options available through online universities across the U. S., our program will provide this degree training in a traditional campus environment. The ABS major fills a currently empty niche in the St. Louis region that exists for students who need to complete an evening undergraduate degree in a behavioral sciences field.
- Delivery of the program does not involve a collaborative effort with any external institution or organization.

FINANCIAL PROJECTIONS (For Public Institutions Only):

Please complete Form FP. Additional narrative may be added as needed. If more than one institution is providing support, please complete a separate form for each institution.

- Not Applicable.

ACCREDITATION:

If accreditation is not a goal for this program, provide a brief rationale for your decision. If the institution is seeking program accreditation, provide any additional information that supports your program.

- Accreditation is not currently a goal for this program, as no national or regional certification process exists for a major program in Applied Behavioral Sciences. In the absence of accreditation requirements and guidelines, we plan to follow best practices for undergraduate education, as outlined by the American Psychological Association and the American Sociology Association.

INSTITUTIONAL CHARACTERISTICS:

Please describe succinctly why your institution is particularly well equipped or well suited to support the proposed program.

- Fontbonne University is particularly well suited to support this program for several reasons:
 - The faculty members in the Department of Behavioral Sciences have an broad, interdisciplinary background and high level of expertise in both applied psychology and applied sociology. They also have extensive connections in the St. Louis region with universities, employers, and consulting companies that will likely seek our Applied Behavioral Sciences alumni.
 - The Department of Behavioral Sciences full-time faculty are available during evening hours to advise students and teach courses.
 - Fontbonne University already offers evening course programs for students in other disciplines (i.e., Business), and the university currently caters to both traditional and non-traditional student populations. Student services are in place to assist students who are completing non-traditional programs of studies.
 - Fontbonne University currently offers its General Education Curriculum entirely online or in evening formats. The ABS curriculum has been planned to fit within this online and evening blend of coursework, so the university infrastructure has already been built to facilitate the success of this program.

8. Any Other Relevant Information:

- The requirements for the Fontbonne University Applied Behavioral Sciences degree program are consistent with typical Applied Behavioral Sciences course offerings at other accredited colleges and universities across the United States. The Applied Behavioral Sciences degree is most commonly offered as an evening degree program and is housed within Departments of Behavioral Sciences, Departments of Psychology, or Departments of Sociology.